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Author: John Fetzer

Category: Other communication with John Fetzer

JOHN E. FETZER INTERVIEW BY KEN PELLETIER

KP = Ken Pelletier the interviewer

JX = Female conversationalist

XX = Unknown interviewer

JF = John Fetzer

Date: Unknown (Probably Winter of 1988)

KP: What I'd like to do is start with the present time, go back, and then come back up to the present time. Something you said a few minutes ago intrigued me, because you said you were starting on your fourth career. What's your fourth career? And then tell me about your other three.

JF: Well I think my fourth career is a foundation (unintelligible). This whole (unintelligible) development is a brand new career for me, actually. When you look at what else I've been doing most of my life, it is quite a contrast.

KP: Is there a big transition between them? I mean, basically, you have been a businessman, and now it's a transition to one of philanthropy. Is that difficult?

JF: Ah, it's been extremely difficult. When I retired from my last, which was in professional baseball, where I had spent the last over thirty years, I had built up, quite a mark of distinction of a professionalism that exists there. And, I made the decision to sell the Detroit Tigers at a time when I was on all the boards and all the committees, and was winning the American League along with Walter O'Malley running the National League. And I made the decision to do that, and to sell out all my broadcasting companies, which I had been developing prior to baseball, what an enormous decision to make.

And in effect, I had to literally walk out at the zenith of one career, in order to start a new one - which meant leaving friends, colleagues and peers. That group had one conception of John Fetzer, and no idea, whatsoever, what my values were. Possibly hidden values, and possibly not so hidden. But, in any event, it was an enormous challenge to be able to do that as a five year program. Took me five years to negotiate the sale of the Tigers, and to negotiate the sale of all my broadcasting companies.

KP: Stop here.

JF: Just intensive negotiations, so much so, that I think that was the thing that started me off on the heart problem.

KP: When did, when did you make that decision? Do you remember the year?

JF: Well, actually, the decision was kind of aborning around 1981.

KP: Uh, hum.

JF: And, ah, the sale of the Tigers (unintelligible) was an enormous challenge for reasons I want to be very selective of, in who's going to succeed me in an enormous public responsibility.

KP: Uh, hm.

JF: And, it took a lot of time to be selective. I had suitors from all over the country who wanted to buy Tigers, but I wanted to select the right people to carry on the traditions that I had established; that was a real job. And then, the negotiations of sale were a matter of a year, or a year and half of very intensive negotiations.

KP: Really, and you're really to get involved in those . . . (unintelligible)

JF: Yes . . .

KP: You really participate.

JF: Participate in all of it. Then right on top of that, I started selling all my television stations. So, to leave all I had previously done in the broadcasting industry, I had actually wet-nursed the broadcasting industry into being, in a large share of the time, simply because, through the years . . . Oh, I got started on the campus of Purdue University by developing a thing called wireless. And wireless, became a radio telephone, into what eventually developed into broadcasting. As an (tape distortion), a young engineer.

KP: So, you developed some of the technologies..and such.

JF: Yes, some of the technology. Developed it, and had a great deal to do with the so-called directional antenna development, which made it possible to license over 3,000 new broadcasting stations on the radio side. The pioneer work that went into that. So, the challenge of going into the foundation was cutting off the past. I went from being deeply, so deeply involved and mired in the responsibility, with committees and boards, and movements and governmental work.

(unintelligible) not doing parts of the equation has been an enormous challenge for me. Because coming into the holistic thing, I've surrounded myself with people that really don't know who John Fetzer is, and I really don't know them to that extent. Although, as you know, through the years I've always been searching, in spite of all my professional careers in other fields, I've always, possibly, as an avocation, been selecting new paths to go down.

KP: Yes sir.

JF: I've gone down one path right after another, exploring, trying to find out what goes on. What makes the world tick? I suppose I've been going back to the fundamental question of, Who am I?

KP: As a driving question.

JF: A driving question, right. So that's where the challenges come in. I'm surrounded by a group of people whose philosophy, whose thinking is much more spiritually, educationally organized. Not this (unintelligible) organized.

KP: Right.

JF: At least.

KP: Right.

JF: And as a result, I see them stumble, and go through an awful lot of needless tumbling around. I think that the challenge between spirit and business is, there has to be a balancing of the two. So many people that are spiritually oriented have great ideas of things they want to do, but they don't have the business acumen . . .

KP: That's right.

JF: . . . Out of which to make them practical. and put them into practice and . . .

KP: And business without the spiritual dimension has no real . . .

JF: That's right.

KP: . . .Direction.

JF: That's right. So, it takes amalgamation of the two to find the balancing.

KP: What made you make that decision? I mean, that's a horrendous decision, especially when you said you were at the zenith of your career. Why would you give that up?

JF: I realized that I was getting older, and that I did not want to have all of this complicated business complex turned over to somebody else to try to solve, when I'm going to the grave. So many times I've seen businessmen, some very successful businessmen, hang on and hang on and hang on, to the point that they pass away, and then their ideals disappear. The business guys with them, especially where it's been the business is largely contained in one small corporation holding, ah, extensive holdings. So that, plus the fact of my spiritual interest, was very compelling. If you're ever going to pursue your prime interest, now is the time to do it. When you meet the inertia of your ordinary, normal life of resistance and about that time, the decision making becomes very horrendous.

KP: Sure would be. So, was this spiritual interest obviously long standing . . .

JF: Yes.

KP: . . .Interest for you? Can you trace that back for me?

JF: Uh, actually I've (unintelligible) these (unintelligible) as a lifelong interest. Not knowing, I think, my father died when I was two years old. So I was raised by a mother and a sister. And I didn't have a male balance when I was growing up. My mother was an exceedingly religious person, although not a retardant person that took to her soap box. She never was preaching. But her, she lived it. And I would suspect an awful lot of that rubbed off on me at an early age. And lots of events happened along the way to enhance spiritual interest.

I remember, one time, when I was about, probably six, seven or eight, and (unintelligible), my mother was then trying to make a living. She had two occupations; one was as a milliner, and she sold real estate on the side. She had a big millinery store in a department store in this little town that we lived in at the time, in (unintelligible), Indiana. There was an elevator there, that I would operate as a kid. And I remember one night of having a dream. And it was Jesus Christ growing up the shaft of the elevator, and I was hanging on to his foot. And I was being lifted up. I think that was one of the first of my experiences . . .

KP: That gives me chills even now. (Laughter)

JF: Well, it was one of my first experiences of a deep and impressionistic spiritual thing. But, then along the way, I think in 1918, when I was in high school, I would constantly read the New Testament.

KP: Huh.

JF: I would go into the assembly hall where I was supposed to be studying. I always had a little New Testament, and I'd pull that out and read it. (Laughter) And about that time, 1918, the first flu epidemic (Spanish Influenza) came through the country. At that time, I was living at Lafayette, Indiana, at Purdue University. And people were dying everywhere. I remember this family doctor of ours had 150 patients and they were dying, (unintelligible) and he just couldn't handle it. I came down with the influenza. My mother came down with it, and the several others in my house had it at once. I remember the doctor came to see me and said, "Your heart is not functioning properly. And I must say, you'll not live 'til morning."

KP: He said this to you?

JF: He said it to my sister, in my presence. And my sister and he started to go out the door; (unintelligible) he said, "By the way, he said, "Have you got any whiskey in the house? Get a medicine dropper and a cup of hot water, and keep dropping it slowly. Whiskey and this... and give him a teaspoonful at a time for the rest of the night. If he is still alive tomorrow morning, I'll consent to come back to see him. Otherwise . . ."

KP: How old were you?

JF: I was probably seventeen years old. And I remember with my stepfather. My mother was a teetotaler, she wouldn't permit anything alcoholic in the house. My stepfather had a bottle of corn whiskey hid away, and he happened to overhear this. And he went out and got the bottle and gave it to my sister, and he said, "Here's what you're looking for." She sat up all night and gave me this, drop after drop (unintelligible), did the same thing the doctor ordered. By morning, my heart had picked up, and she called [the doctor] on the phone, and he said, "My gosh, you mean to say he's alive?"

KP: He really didn't expect you to live.

JF: And so he came out. But it was during that period of time that I made a promise to the higher order that if I succeeded in living, I would do something significant in behalf of the spirit before I died. So, I feel that that was a contributing factor that would carry in the subconscious throughout most of my professional life. And it probably led to what I'm doing now.

KP: Fascinating, that's fascinating.

JF: So it's a kind of a situation that has resulted from that.

KP: What took you in the direction of engineering and electronics and radio? What?

JF: I had a brother-in-law who was a dispatcher on the old Wabash Railroad. He, of course, was, in the old days they used the Morse Code, you know, and both sounders and key ensounder. So, he bought me one of those, and I was just a child. And he taught me the Morse Code. I learned the Morse Code on the old sounder. And then suddenly he became interested in this new thing called wireless. He was able to get an old receiving set, this was back around 1919, 1920, just when I was entering Purdue. And we put up big four wire antennas and we had little crystal sets coming on silicon detectors, and headphones, and we were tuning in ships at sea.

KP: Interesting.

JF: And Fred would be able to copy. This was on the continental codes, so then I learned the continental codes by listening to marvelous things. Then I became very interested in wireless. At this time, Purdue was just developing a communications school. This was then getting into World War I. And they moved in a lot of electronic equipment, so called electronic, they didn't use the word electronic in those days. Vacuum tubes were three element vacuum tubes. And detectors and headphones and spark gaps and things like that. At Purdue, I would attend these communication classes. They didn't have an electrical engineering school, they didn't have formalized communication classes. They hadn't been developed at that time. And of course, there was no such thing as, as (unintelligible) vast amount of experimentation was going on and in telephony, things of that kind went on at Purdue. But we got started around the campus and I helped established WBAA and (unintelligible) WY9B on the campus.

KP: Those were your call letters?

JF: Oh, those were the call letters. (unintelligible) were my call letters. (unintelligible) was individual, 9FD. During World War I it was prohibited to have wireless transmission. But all during the war we all, we all had our transmitters hid away in our houses and we used the bed springs and beds for antennas.
(laughter)

KP: That's great.

JF: And we would communicate all over town..

KP: Did you really?

JF: This way. And of course, I, having known the continental code and Morse code to the extent that I did, I was an expert. And I could transmit so fast nobody could copy. (laughter) but me. But about that time, I made a discovery; ah, other engineers had done this, but I was not aware of it because there were no textbooks available. We had no place to go. We were just, it was, all strictly haywire. I put a microphone in the circuit of what we called an old spark coil.

It used to be that old Ford automobiles had four spark coils in them. And the miserable cars that Henry Ford had built, we'd take those out, and we would make spark gap transmitters for wireless telegraph out of those things. One day I learned by throwing the vibrator down and putting an arc carbon microphone in the circuit, and putting just a wire and headphones over here, fifty feet away, you could hear from wireless which was supposed to be a transmission without wire.

KP: How interesting.

JF: And that was my first interest in, in wireless telephones. Then during World War I, the three-element vacuum tube that Dr. Deforce had developed was now being put together by the Signal Corps; and we were able to look at some of these tubes, which were established in the Signal Corps. We started to develop wireless telephones. It was during that period that a fellow over in East Pittsburgh, by the name of Dr. Frank Conrad, had a wireless station. We would communicate back and forth. He would communicate with ham operators by wireless. We were building wireless transmitters at Purdue. And every once in a while, we would talk Dr. (unintelligible) Pittsburgh with Dr. Conrad. You know the story about him, I think.

KP: No.

JF: Well, what he did, in his communications one night, he put a phonograph over in front of microphone when he was talking to this. And we, we used to tune in on some of this in Lafayette. He put a phonograph over in front this carbon microphone and we actually heard music coming over the air.

KP: Astounding.

JF: So just imagine what a wonderful thing this is. (unintelligible)

KP: Was that the first time that had happened?

JF: Stuff like this, and pretty soon Indianapolis News started to print stories about me.

KP: John, was that the first time that they had broadcast music on the wireless?

JF: Well, that's where it got started. Yeah, that's how it got started. So what Frank Conrad did, he went down to a department store, and got them to agree to give him 500 dollars that would enable him to hire some kids on the Hardy election campaign. He would, he would get to go to the newspaper and take their bulletins. The kids would run the bulletins over to his microphone and he would announce over the air to these ham operators how the Hardy election campaign was going. And that proved to be the first formalized broadcast in America.

KP: And that's astounding. When was that?

JF: 1920. 1920. But anyway, those were the kinds of things that were going on; and then, at that time, our Bible was Nicola Tesla. It's about the only technology we could get our fingers on. And I think that also sparked my interest in energy concepts, of bringing spirit and energy. My intense interest in spirit plus my engineering background.

KP: Yes.

JF: Brought about an awful lot. I know I was always intrigued with the old story of putting two violins on the table. You'd tune one violin, and tune this one and pick the string on this one, and this one over here—

KP: Resonates.

JF: Vibrates. And so there's a transmission from one to another transmission of sound. So I think, those are the kinds of things that led into my own (unintelligible) interest. What happened was that I started to building broadcasting stations as an engineer. I was invited up to Michigan to Andrews University to build them a broadcasting station. I couldn't finish my work at Purdue, so I went up there and finished my degree at Andrews, and built them a broadcasting station.

They said, well now that we've got it built, stay here and run it. And I ran it for a couple years, and then they ran out of money. And they said, you'd better sell it. I said, Most of the equipment belongs to me anyhow; you'd better sell it to me. (laughter) I don't have any money either. I'm broke, I don't have any money, never have had any. My first job was digging ditches for 6 bucks a week, that's the way I got my start. But in any event, they did [sell it to me].

And that's the way I got into the broadcasting business. Then I moved the station from there over to Kalamazoo, Michigan, which only had a daytime license. I wanted to get fulltime operation to be able to operate a night, because I was trying to make a commercial venture out of it. As a result, businessmen could not hear the station at night because we're only on in the daytime. I had to get night time before I could sell them time to keep the thing going.

KP: So they could hear what they were paying for.

JF: Hear, yeah, right. So, what happened was, I went down to Washington with Tam Craven, who then was a commander in the Navy, and we developed a thing called directional antennas, which would protect stations.. A practical example was, we had a station in Kalamazoo which was on the frequency of 590 kc. There was a station in Omaha that had fulltime operation. There was a station in Boston that had fulltime operation. They said, If Fetzer out there goes fulltime, it'll interfere with us.

KP: Interesting.

JF: So now I said, "How can I go on the air and not interfere with these two fellas?" So that gave the impulse to define a directional antenna. So we re-designed a thing that would radiate a figure eight pattern, have two (unknown), so serve your population and no signal will radiate in direction of Boston or Omaha. Went to the Commission, which was then the Federal Radio Commission with this. They said, Well that won't work. And they wouldn't give me a license for it. And to make a long story short, it was a battle that lasted for seven years.

KP: Really.

JF: I fought the Commission. We had to go through the Supreme Court twice, in order to get an Order out of the Commission to give me an experimental license to use it. And I was just a kid, had no money, and I had to go

to Washington. And I still had to get attorneys and had to lobby on the hill for it; because Congress was becoming interested. I was interesting, I was interested in my sounders and Congressmen, and what was going on in the FCC. They were getting, and it got to be one of these behind the scenes struggles which you wouldn't believe that developed.

Finally, what happened was, Senator Cousins threatened to take it before the Congress and enact a compelling piece of legislation that compelled the Commission to grant an experimental license to me. And it scared the FCC, (laughter), to the point. The next day they're granting me a license, so I could experiment to use this, and it worked. And as a result of it, it enabled the commission to grant 3,000 new radio stations that couldn't go on the air elsewhere, because of directional antennas that would work for them, put them on at night. So that was..

KP: It really opened up broadcasting on a national basis..

JF: Opened up on national scale, but, not only that; during that my seven years, after getting into Washington, I became known, became on a member of all the boards of directors of the National Association of Broadcasters. And I was working at along the same time while Bill Paley was developing Columbia Broadcasting System.

KP: Ah, really.

JF: And we were all in the same circle. I began to grow up and get into that field, and it wasn't long before I was doing everything in the broadcasting business. Then it developed out that it was my first brush with, professionalism in the broadcasting business in radio. Then, when television came along, I came through the same kind of a period. This was a brand new thing.

KP: Astounding, I mean, two major communications industries like that in one lifetime.

JF: But when television came along, I applied for a television station, in Kalamazoo, Michigan. And my attorney in Washington called me, and he said, "My God have you lost your mind?" He said, "I'm a member of the Board of Directors of the Westinghouse Company, and they had construction permits to build three television stations. They have decided that they don't have enough resources to build three broadcasting stations and run them." So they asked to surrender two permits and build just one. Now he said, "If the great Westinghouse Company with all their resources can only afford to build one television station . . ."

KP: One . . .

JF: ". . . station in Pittsburgh, Pennsylvania. How in the hell can you build a broadcasting station in a place called Kalamazoo?" (laughter) So that started me on the way out. I struggled through that. We didn't have any money, either.

KP: But you got it built.

JF: We got it built. Got it going. And of course, a lot of the time, both prior to that was... (unintelligible) . . . first (unintelligible) the Depression was on. There was no money. We all had lost our shirts. We had lived for about three years on trade deals. Nobody had money; it was IOU's passed back and forth. Services for product; and product for services. The country was in a bad way; so we went through that. But it was that that led me into building the television industry. I had at one time, six big television programs.

KP: I mean, when something like that is a challenge, it says, Well, you can do this radio station. You can't possibly start a television system in Kalamazoo, Michigan. Your lawyers are telling you this, I mean, obviously, you've got to fight with Congress. What is it, I mean, what do you draw on inside? How do you know that your vision is clear, or that you can do it? I mean, what do you draw on to keep going?

JF: I, I . . .

KP: That's a lot of adversity...

JF: Suppose there is no way to adequately define that, except its intuition. That I don't ever look back. And to (unintelligible), never occurs to me. If I make up my mind that I want to achieve something, then I do whatever has to be done to achieve it. And it seemed to be, on course, during those, all those years when you're young and you're youthful and you've got the vitality. You don't ever count energy as being (unintelligible). (chuckle).

KP: It's not part of the equation.

JF: It's not part of it at all. A 14-hour day is nothing. So, if it takes 14 hours or an 18-hour day to do it, that's what you do. I think that's the easiest answer I can give you to that. And I think it's an internal something, a driving force that exists. I think also it has a lot of negatives in it also.

KP: What would that be?

JF: I think the negatives. When , as you continue to do this, as life wears away, your body begins to collapse, but you still have enough energy keep on going. And I guess you call yourself a "Type A, (chuckle) when you're in this. As a result, you don't take into consideration what it's doing to you personally on your lifestyle, until some big crisis hits you. And then, suddenly, what happens? You begin to say, Look, I've gotta modify this if I want to stay around. I still had enough I wanted to do that I, that I had the incentive to stay around.

KP: Are you referring to you, your coronary that you had a few years ago?

JF: Yeah, yeah.

KP: Was that the first physical crisis, health crisis that you had?

JF: That was the first one from the, ever since the 1918 health crisis.

KP: What was the effect, when you had your heart attack? What did that do to you, and what effect did that have?

JF: Uh, at the beginning, at the time of the heart attack, I hadn't the slightest idea that it was a heart attack, except that I had a little chest pain. And I went around, actually for days, without even thinking much about it.

KP: Oh really? Oh, my word. You would have been what, you would've been in your early eighties?

JF: Yes, oh, right. Up to that time, I was still playing 14-hour day.

KP: Astounding.

JF: And as I was beginning to sell all this stuff . . . ah, but did you happen to read the speech that I made at . . .

KP: No, they did not, they didn't send it to me.

JF: Didn't they send you a copy of it?

KP: No, they didn't. (drop microphone and pause)

JF: I had a heart attack. A young physician blithely told me that I would have a second attack within a year, and it would prove to be fatal. I said, "Young man, I beg your pardon. That's not my style. My belief system simply won't accommodate that." Then I gave him an elementary exercise in energy medicine, which probably did me more good than it did him. I don't think he heard me.

But the truth is, I recognized the necessity for change, and immediately inaugurated a program of positive energy, beginning with a big "E." I took myself in hand, knowing that the proper use of energy is the application of a dynamic force field, which in its function describes and prescribes a state of health. I took full responsibility for my recovery. And I added a big "A" for attitude. That's the way . . .

KP: That's perfect, very detailed. (enter someone)

JX: Like see...

KP: Oh hi, thank you very much.

JX: Nice and cool to drink.

KP: Thank you.

JF: Oh yeah.

KP: John, you?

JF: No, you go ahead. She'll probably bring me another one in a minute.

KP: Ooh, that's good.

JF: Thank you, Jeanne.

JX: All right.

JF: Did you meet the Pelletiers?

JX: No, I didn't.

JF: Mrs. Pelletier. . . (microphone adjustment and pause)

KP: Did you undertake a program? I mean, did you, uh . . . Let me start backwards. In these 14- and 15-hour days, which are enormously demanding, during that time did you have any form of meditation? Did you have any form of health practices that kept you going, do you think sustained you?

JF: I thought during that period of time that I was doing all right. I always did take care of myself. I never drank excessively. And, I always have had a philosophy of, ah . . . To give you typical example, during the baseball scenes, I'd go to the league meetings. Most of the time it's a dog eat dog situation that goes on. The controversy that develops around it. Nine times out of ten, I did not participate when all this mudslinging would go on. But after they all have worn themselves out, (laughter) nine times out of ten, they'd all turn to me and they'd say, "Okay, Coach, whatta we do?"

KP: Interesting.

JF: And at that time, I would, by this time, I would have thoroughly in mind what the issues were.

KP: Because you heard them.

JF: Heard them all. And then I would begin to develop a compromise resolution. Generally, I would draft a resolution that would satisfy both sides, and yet bring somewhat of a solution to the problem. And very often that would prove to be what they would've nagged. Now that is the type of personal situation that I've lived with the philosophy that controversy, I guess to get back to biblical language, turning the other cheek, much of the time, can more readily solve problems than confrontation. I think I felt, during those years, that I was being good to myself. Because I felt that confrontation doesn't hurt the other fellow a bit; it only hurts you. And I felt that I was treating myself pretty good with that philosophy through the years. So, that's the best answer.

KP: Did it took . . . in effect, you were not in an adversary position.

JF: No, adversary, no.

KP: So, you weren't straining and angry and fighting . . .

JF: I was trying to protect myself; and yet, at the same time, not recognizing, what I later learned, what really relaxation meant. I really didn't learn relaxation until I took biofeedback. And then I learned for the first time, really, what the relaxation concept is. You think, when you are in business, and the business community, you go take a two-week vacation. You go on a cruise or you go someplace in a nice area, and you sit around for a few days; you think that's treating the body good. Is it? Or isn't it? Its restful, sure . . .

KP: Its part of it . . .

JF: Its part of it. But that is not the total problem. That's not the answer. And I've had to learn those things. But I started to learn those after I had my heart attack, more fully than ever before. Oh, I have practiced . . .

KP: So, you've done some biofeedback.

JF: Oh, I had practiced before, I had, for many years, transcendental meditation. And, you know, ten or fifteen minutes at a time.

KP: Yeah.

JF: Transcendental meditation. Now my meditation is much longer periods of time. And its and knowing what the real relaxation response is. Between the two, I think, I'm really learning. I think that's the essence of my recovery.

KP: What's that?

JF: I think, the fact of learning relaxation and learning all of the new things, as I say . . . it's all said in the speech you've got there.

KP: Uh, huh. (laughter)

JF: But, its ah, my lifestyle is completely altered; my diet is changed. I no longer eat red meat. I eat white meat—turkey, chicken, once in a while—fish. But, hell of a lot of vegetarian diet. And, meditation, and service . . .

KP: Service . . .

JF: Those are the three, three elements that I think constitute my lifestyle.

KP: Tell me about service.

JF: Well, I think the Foundation is my service aspect. I think we are bringing together people in a new challenging thing, like we're doing. I don't know of any other large Foundation in the country of our magnitude, that's undertaking the challenges that we are.

KP: Oh, that's true. There's no doubt about that.

JF: And so, it's a kind of service that I see that's badly needed. It has to be addressed. I think that's where my service comes in. Because I'm lending business practices to a Foundation, one of the first foundations in the country that develops business practices as it goes along.

KP: Can you elaborate on that? I think that's very important. You said something about there needed be a balance between the spiritual values and . . .

JF: Well, in the . . .

KP: . . . Precision of business.

JF: In the Foundation, we are developing a philosophy of partnerships. We are addressing . . . challenging other Foundations to come in and help us support a certain thing. For instance, we'll go to another Foundation, and say, If you'll put a third of this in and somebody else puts in (unintelligible), we'll put the third in. We're trying to get this started with other Foundations, because there are enormous resources that are available in the Foundation world, but many of them haven't any idea of how to spend their money.

KP: That's (unintelligible) . . .

JF: Or what to support . . .

KP: That's true.

JF: Or why they support it.

KP: Right.

JF: They look at something as a nice presentation on paper, and it seemingly is a nice thing to do; so they do it. So, we're trying to lend purpose, an aspect to the Foundation thing that might be of some significance. We're also in our investment program, one we're taking, multiplying, acquiring certain business investments that will bring more income in than normal stock market investments of equity and bond market and stuff like that. So those are the two aspects, business aspects that are inculcated into our Foundation operation that, that I think are unique and different.

KP: Can you describe your spiritual values, or your definition of a spiritual mission that you fulfilling?

JF: Actually, I think my philosophy is relatively simple. I believe that meditation is so fundamental, in developing a certain attitude of mind that brings solution to problems. Not essentially all physical solutions, but spiritual solutions. I believe that. I believe that one's philosophy, my own personal philosophy, is that I don't care what it takes, my goal, spiritually, it to develop soul awareness. Because I believe that, until you can actually experience it, you can philosophize, you can talk about, you can write, and you can add all . . . you can put it all together, so it makes a nice scheme of things. But until you experience it, I don't think you've made any headway whatsoever. So, my challenge is to try to effectuate that experience of soul awareness.

KP: Are you getting there?

JF: The challenge is enormously worth it.

KP: Right.

JF: But I'm having things happen all the time that are indicators that yes, it's happening. I think the things that have happened . . . there's no way that I'm even going to reveal all the problems of establishing this Foundation have been.

KP: Well, I'm sure they have been . . .

JF: No way to reveal, but it's been such an enormous thing. And yet, I have seen spirit move in, time and time and time and again. Well, critical time when it was needed and was always there, always there to serve.

KP: Can you give me an example of that without, you know..?

JF: Don't know what I could say about that I want to reveal. (laughter)

KP: But I mean, it's a (laughter)..I don't want to pry, but it's tempting.

JF: They are enormous, they are enormously of value. I don't know if Glen Olds would appreciate this too much, I guess he wouldn't. (laughter) I'll give you some examples around Glen. As you know, Glen Olds is a real intellectual . . .

KP: Yes, sir..

(end of side 1)

JF: He lost his keys. Keys to car, keys to everything, were all on this ring. It was - they looked everywhere for them and they couldn't find them. Finally, as I recall the story goes, unbeknownst, he runs into a girl somewhere who doesn't even know Glen, and she had found the keys somewhere else in a remote area and returned them to him.

KP: Ha. Astounding.

JF: Another example. Glen Olds has a summer place up in the mountains of Vermont. And he went up there on a Sunday morning to preach a sermon at a little church nearby. Came home to change his clothes and took his cuff links off. Put them on the bureau. So, when they start to pack to come on back to Kalamazoo, one cuff link is missing. They can't find them. They look everywhere. They look through all the pockets, and all his suits, and all his clothes and everything. What in the world could have happened in this quiet place up in the mountains that a cuff link is going to become . . .

KP: A big issue. (laugh)

JF: Big issue. So they leave and can't find it. So, he comes back to Kalamazoo; and he's looking at a house that he was looking into as a potential house to buy. And as he's come down and (unintelligible) living. So now he's telling me this story about this. He says, "That cuff link, "he says, "is the darnedest thing that ever happened in my life." He says, "I can't figure out." I said, "Well, you'll probably find the cuff link on the floor of your car someday when you're driving along." And he reached in his pocket, and said, "My God, here it is."

KP: Oh, you're kidding. (laughter)

JF: And the thing was warm. It was hot. Another thing that happened, I don't know whether you . . . I don't believe you can use this . . .

KP: You're going to see a transcript and you can strike out any of this that you..(laughter)

JF: Depends on Glen. But . . . The next thing that happened was his watch. He had a wristwatch on, and he goes out. He likes to get on a tractor and get out and look in his vineyard. And he was pulling up dirt in a little area, and he'd work right there in that one area. And he kept watching his watch because he had an appointment. And the last time he looked at his watch, it was gone. "How in the dickens could that watch ever get off my wrist, I do not know." So, he looks and looks and he looks, at every place he'd been. And it wasn't there. He went home and went to bed that night without the watch. When got up the next morning, the watch was laying on the floor next to the bed.

KP: Oh. (laughter)

JF: So now, you can see my reticence to tell you what goes on.

KP: I see why, (laughter) I can see why. If those are the examples, I can imagine what the big examples must be.

JF: And the big ones are, are colossal. Which leads me to believe that there are no accidents. I feel that when one is called to service that, because service is one that is required, and found necessary, that a higher intelligence, that a higher intelligence completely cooperates to see that happens. Because I think it's desired and wanted. I think that these are all examples of that. I think what I'm doing with the Foundation is the type of thing that is necessary and required and wanted. And the things that are so evidential around it completely confirm that in my mind, as time goes on.

KP: How did your business colleagues react to you leaving the business world and . . . doing this?

JF: They don't understand what's happened.

KP: Do they think you've gone crazy, or you're doing something?

JF: No, I don't know if they know that. All they know is that I've started, left the business, and went into Foundation activity dealing with medicine. Because I've never taken up a soapbox and tried to, I'm not out to change anybody's mind on anything.

KP: Have some of them stayed with you, or become intrigued by this? Or . . .

JF: That's a good question. I don't know how intrigued they are, I know they're quite tolerant. (laughter) They are. They're tolerant. I don't think I've lost any friends, (laughter) because of this.

KP: Yeah, that's interesting.

JF: And as a matter of fact, I'm going to send a tape that will come to you, of the Foundation. I have a feeling that the tape will tell you more, to answer more questions if you were to play it right here.

KP: Yes.

JF: Right now. But this tape is quite a long tape, and possibly we could play parts of it, and give you more of a complete example.

KP: Yes. In fact, the reason for the articles in the tapes is that this will fit in, and part of the total picture of each of the people. And so that is actually very useful to hear. Hear what you say.

JF: What do you think, from the standpoint of all the questions you have, how much progress have we made? (unintelligible) the question . . .

KP: Lot, lot. You mean this, this discussion?

JF: Yeah, yeah.

KP: Oh, a great deal. A great deal . . . because what's beginning to emerge (unintelligible) we've all heard this... (tape distortion)

JF: Most of the people that have been successful, financially, that I know of, at least in my mind, I never have rendered a service to make money. Never essentially. The idea that is there is to render a service so well that it is secondary, the remuneration financially that comes to you. It comes, it falls in place

because of the excellence of what you're doing. And I don't, I have never, I've never craved to make money in spite of the fact that everything that I have done has turned out to be financially successful.

KP: For the most part.

JF: I've had some failures too, along. (laughter)..I'll go get that tape.

KP: Wonder..(tape distortion)

JF: Foundation is, well maybe this is something that has gotten started here that is going to give us some answers. And of course, this is enormously challenging to us because we really don't have all the answers. We're just beginning just like everybody else.

KP: But you're a catalyst.

JF: But, we're getting it started. Had to make a beginning somewhere, so that's what's happened.

KP: Why did you choose health and healing, rather than say, the environment, or world peace, or hunger? What...

JF: Well, we actually made it a global conference.

KP: No, I'm sorry, I meant your Foundation.

JF: Oh, the Foundation.

KP: Yeah.

JF: Well, actually there are so many problems in the world, that if you become selective, a little Foundation like ours is out of business before it even gets started, because every one of these problems are actually a governmental problem.

KP: Yes.

JF: When it comes to resources. And we don't have the resources, so we have to be selective. We have to take that which we think we can contribute to . . .

KP: Or make a difference . . .

JF: Or could make a difference. And I'll say the whole, overall picture of our philosophy and bringing all foundations of the private sector together, is to organize a nationwide movement that will fit into the new age requirements as they begin to develop, along the way. So that's why we're here. (laughter)

KP: I think that's astounding, astounding.

JF: It tells a story about what we're about.

KP: That's active really does - I mean, it's very - you're right, that whole conference is a great eloquent statement. The fact, very impressed to see the representative from the United Nations.

JF: Yes. Mueller.

KP: Mueller. And we had people of consequence that all showed up to contribute on this. They've been waiting for the right environment to be creative, and I guess we were fortunate to do that.

KP: That's right. But I think, I really do think you're right in terms of global thirst. As you know, in the Soviet Union, you see this. It's probably a greater need than here for spiritual expression, for healing, person for healing. Their environment, probably, it's astounding.

JF: There's a story in the things that are really are going on there quietly.

KP: I know. Research.

JF: Going on in Siberia. And energy medicine that you would never believe, that are going on. So, there are all kinds of things that are turning up that are coming to us as a result of this . . .

KP: Yeah.

JF: That are happening (unintelligible) in India..(unintelligible)

KP: Are you going to develop an internal think tank? Are you going to have a finite group of individuals that will be like your central brain trust and then . . .

JF: We will, we're going to call in groups, smaller groups . . .

KP: Uh, huh.

JF: For brain trust decisions . . .

KP: Uh, huh.

JF: From time to time.

KP: Uh, huh.

JF: Oh, maybe eight or ten, up to a dozen.

KP: Uh, huh.

JF: People who are of stature in the world that represent all viewpoints. Bring their heads together and see what comes out of it.

KP: I see.

JF: (unintelligible) serious things like that.

KP: And are you centralizing a database and information?

JF: Oh, yeah. We have three million dollars invested in computers. And we're getting ready to – in fact, it's so . . .

KP: That's critical.

JF: . . . So, so enormous that we just don't have enough hours in the day to even begin to address the thing that we've started.

KP: Oh, that's astounding.

JF: You ought to come out and see the Foundation.

KP: Oh, I would really . . .

JF: Yeah.

KP: . . . I would very much love to see it.

JF: Come and see it. Very, very lovely facility and (unintelligible)

KP: Was the conference held at the . . .

JF: No, it was held at the motel. We not big enough. Had 850 people and we had to turn away something like 200 who couldn't get in.

KP: That's astounding.

JF: Yeah.

KP: So it's really, I mean, you really want this to be a global. . .

JF: Oh, yes.

KP: . . . Global foundation.

JF: Right. Uh, huh.

KP: Well, you're the man to do it, by golly. (laughter)

JF: Well, our contacts are beginning to materialize everywhere, and it's the biggest problem that we're confronted with now. As I see it, everybody has a sense of mission. Everybody, all of the delegates there, each one felt that he had a sense of mission, what he feels is that maybe the Foundation is the answer to his mission.

KP: Uh, hah, right. Okay.

JF: And you know . . .

KP: Everybody sees it as the pot of gold at the end of their rainbow.

JF: And, that's right.

KP: I see.

JF: So that's where the challenge comes in, because we can't be all things to all people.

KP: That's right.

JF: But nevertheless, somebody has to start. You have to make a start . . .

KP: That's right.

JF: . . . In this direction. So, as you see, that's what happened.

KP: I see. You're just bringing the people together. I mean, if someone comes to you with an environmental agenda or cancer or AIDS agenda, just by making them realize that that isn't the only cause or is not the only concern, bringing them together to work with each other. That's invaluable.

JF: That's right.

KP: You know, you see that in the AIDS area, because the biologists see it as a biological problem; epidemiologists see it as an infectious disease. The healers see it as a question of broken spirit. Well, it's all three.

JF: Yeah, that's right.

KP: And unless they talk with each other, they're not going to solve the . . .

JF: It's the same old thing when we had the government represented. Balanced it out, represents a tremendous flow (unintelligible) Middle East. Now all these people are all together. We had them already, and Senator Pell was in the middle of this. So, we've got all the facets represented, right down from the ground on up, as you saw what happened there.

KP: That's right.

JF: Now, that's the kind of thing that I think our future holds; plus the fact that we are going to do some quiet research of our own.

KP: That's good, that's grand.

JF: Our laboratory.

KP: Is it in the building? Or is it separate facilities?

JF: It will be in the building. We haven't really gotten it put in motion yet.

KP: Uh, huh. I'm really interested: There was a statement here, which I thought was really fascinating. You said that, about a hundred years ago, medicine went down the path toward chemistry and biochemistry.

And it deviated away from physics and electromagnetics. And you saw this as a reinstatement of that direction. Are your views on that direction similar to what Bob Becker does?

JF: I think that it's not totally the same as his.

KP: Because people confuse them.

JF: I know.

KP: Because I know people say, "That's a foundation that's basic; it's a kind of electromagnetic healing and regeneration work by Becker's Body Electric (Unintelligible)."

JF: Well, in a way, I would say, where I would depart from Becker is, he sold so much gospel of fear. I know people that would drive 25 miles around in order to get away from driving near a powerline.

KP: Seriously?

JF: Yeah, I'm serious. I know people who will go into a big shopping center where big powerlines go over the top of it, and then, 15 minutes after, because they're so addicted to this thing, then they're ill.

KP: Uh, huh. Uh, huh. Part of the belief system.

JF: Part of the belief system is altered. Or this is like Becker attacks microwaves. He, made that statement there, that all magnetic things are a threat to society.

KP: That's right.

JF: And that's not all true.

KP: Humanly generated electromagnetics.

JF: That is not true. Because, in the field of electronics we're going to go forward through it. We're going to generate electro-counter electro-motive forces that can be directed at specific organs of the body per (unknown).

KP: Is that something you intend to . . . ?

JF: I think, I think . . .

KP: I think it is entirely . . .

JF: It won't happen in my day. But it will happen. Because anyone who knows what happened on Atlantis knows that what happened there is going to be repeated this time, but the same mistakes are not going to be repeated this time around.

KP: Absolutely, absolutely.

JF: I think that this time around . . .

KP: This time we won't destroy ourselves.

JF: We won't destroy ourselves in the meantime. And so there is a great energy field that can be generated. A (blank) gospel on this thing is, that we are so addicted to what we see on the tube, and the electronics, and all the gadget we've got around us, that we can believe in that until such time that we find out that we don't need it. In other words, it can be a healing and can be a directing force in our belief system.

KP: Right.

JF: Until the point that we can have an awful lot of healing done, until such time that man learns the mechanics of his mind and then he knows that this can do it. And he doesn't need that. That may be a hundred years in development, some 150 years . . .

KP: So, you see this electromagnetics and the subtle energies as maybe transitional between where we've been..

JF: Yeah.

KP: And more direct thought and manifestation of reality and . . .

JF: You see those were the goals of Atlantis. They were using all these things to get the goal; and before they got to the goal, they started misusing them.

KP: Uh, huh.

JF: Destroyed themselves. This time we have to carry it out, until we get to the end of that line, so that we can really find out what self-awareness really is. (pause) So that's . . . only time will tell. You know when the founding fathers of this country started to do this monkey business and coming up with the Declaration of Independence and all that stuff . . .

KP: Yeah, yeah.

JF: You have to wait . . .

KP: They set something in motion . . .

JF: Four hundred years. They set something in motion, and it takes 200 years later, and now you're looking back and can see what's happened. Oh, maybe another 200 years down the line and all of us will be doing these things now; we can look back and see what really what happened.

KP: What things are set in motion now?

XX: I wonder if, in part, it struck me in watching that, and what you just said, about how eventually we'll learn with our mind, you would call these technical things doing for us now in terms of healing. If we won't learn to grow and to learn about ourselves through love rather than (unintelligible).

JF: Oh, yes.

KP: Uh, hum.

JF: Absolutely, no question about it. It'll have to be just as I said there, as part of my address. As long as the cohesive, collective energy force - and there's something - I tell the story in there about my wife. I lost my wife, who'd been ill for a number of years that we were together. And since Alzheimer's began to develop, I have become very cynical in what happened to her. But she started to stay on and on and on and couldn't talk, couldn't talk, and yet, we had communication. Complete communication.

KP: Absolutely.

JF: And I finally, finally came to the conclusion that she was only staying on to support me through her love, through a very critical time in my life. She stayed on long enough to get me over the force, and then said goodbye.

KP: Oh yes, then . . .

JF: So I think what you see is very significant. And I think, the force of love is the answer.

KP: I had a patient at one time. He was a quadriplegic and he was very depressed. He was probably in his late sixties, but because of his quadriplegic, he was beginning to fail. He was going to die. His lungs weren't going to work. And he was very concerned about the fact that he was a quadriplegic. He said, "I've searched everywhere inside of me. I can't, I've never been able to see why I would've come back as a quadriplegic this lifetime. What did I do that was so horrible in a previous time that I should come back like this?"

And I had no answers for him; but there was a woman, a psychic that we were working with in Oregon. We gave her the person's name and their permission. She would give a reading. So, I asked him for his permission. He gave it. He sent his name and it came back. And what came back on the tape was that he had, in fact, been a very evolved, very loving, very fulfilled individual. But his wife, in this lifetime, had committed murder, mayhem and was really on the dark side. And he had come back this time as a quadriplegic for no reason other than to allow her to practice compassion and love and patience and therefore, gain her salvation.

JF: Took on her karma.

KP: Took on her karma. And to see this man, when he heard this, it was like he was lit up. I mean, literally, say your life makes sense. Suddenly, his whole life makes sense. And this psychic woman only had his name and his permission, and that's all. And it was just so moving, but it reminds me of your wife. I mean, I know those kinds of things are, are very real. Now, (whew), now you know that in your heart, and you know how important those times are, and we don't recognize those.

JF: I suppose when you get into the question of previous lives, then it begins to explain an awful lot of karma we have to go through in this one. (laughter)

KP: That's true. You have a lot, there's a wonderful little line in Shirley MacLaine's books. She said, "Reincarnation is a lot like acting. You keep rehearsing until you get it right." (laughter)

JF: That's really very good. She came out to see us, she came out.

KP: Did she?

JF: And spent a day out when we were with us (unintelligible). She calls Erma's now.

KP: Are you really, I mean, you served as a focal point.

JF: Yeah.

KP: I think that, you know, I think what, what you bring to your Foundation you do too; I think your Foundation is some optimism, because you write how many things have been poorly managed in the past. And it's like this can be taken seriously, and that it's going to be well done. It's going to be done right. And that has not happened . . .

JF: That's right.

KP: . . . Before. It a lot of attempts.

JF: Have to separate the chaff from the wheat and (unintelligible). Well, I guess I've answered a few of your questions.

KP: Would you have more than, well, more than you.. (laugh) Thank you immensely for taking the time. Actually, I've wanted to have this conversation with Dr...(unintelligible and tape ends)

(End of side 2)